REGISTERED NUMBER: 06413921 (England and Wales)

Abbreviated Unaudited Accounts

for the Year Ended 30 October 2012

for

Truth Marketing & Advertising Ltd

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Truth Marketing & Advertising Ltd

Company Information
for the Year Ended 30 October 2012

DIRECTOR:	C Siddall
REGISTERED OFFICE:	105 Sixth Avenue Edwinstowe Mansfield Nottinghamshire NG21 9PW
REGISTERED NUMBER:	06413921 (England and Wales)
ACCOUNTANTS:	A & Z Accounting Services Ltd Chartered Certified Accountants 172 Newgate Lane Mansfield Nottinghamshire NG18 2QA

Abbreviated Balance Sheet
30 October 2012

	Notes	2012 £	£	2011 £	£
FIXED ASSETS					
Intangible assets	2		11,806		13,773
Tangible assets	3		1,091		910
			12,897		14,683
CURRENT ASSETS					
Debtors		-		15,930	
Cash at bank		48		1,972	
		48		17,902	
CREDITORS					
Amounts falling due within one year		34,796		49,632	
NET CURRENT LIABILITIES			(34,748)		(31,730)
TOTAL ASSETS LESS CURRENT LIABILITIES			(21,851)		(17,047)
CAPITAL AND RESERVES					
Called up share capital	4		1		1
Profit and loss account			(21,852)		(17,048)
SHAREHOLDERS' FUNDS			(21,851)		(17,047)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 October 2012.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 October 2012 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 10 July 2013 and were signed by:

C Siddall - Director

The notes form part of these abbreviated accounts

Notes to the Abbreviated Accounts for the Year Ended 30 October 2012

1. ACCOUNTING POLICIES

Accounting convention
The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover
Turnover represents net invoiced sales of goods, excluding value added tax.

Goodwill
Goodwill, being the amount paid in connection with the acquisition of a business in 2008, is being amortised evenly over its estimated useful life of ten years.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc - 15% on cost

Deferred tax
Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 31 October 2011 and 30 October 2012	19,674
AMORTISATION	
At 31 October 2011	5,901
Amortisation for year	1,967
At 30 October 2012	7,868
NET BOOK VALUE	
At 30 October 2012	11,806
At 30 October 2011	13,773

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 31 October 2011	2,189
Additions	599
At 30 October 2012	2,788
DEPRECIATION	
At 31 October 2011	1,279
Charge for year	418
At 30 October 2012	1,697
NET BOOK VALUE	
At 30 October 2012	1,091
At 30 October 2011	910

continued...

Notes to the Abbreviated Accounts - continued
for the Year Ended 30 October 2012

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2012 £	2011 £
1	Ordinary	£1	1	1

5. GOING CONCERN

The Director, as the sole shareholder will continue to support the company for the foreseeable future.

Chartered Certified Accountants' Report to the Director on the Unaudited Financial Statements of Truth Marketing & Advertising Ltd

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to four) have been prepared.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Truth Marketing & Advertising Ltd for the year ended 30 October 2012 which comprise the Profit and Loss Account, the Balance Sheet, and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at http://rulebook.accaglobal.com.

This report is made solely to the director of Truth Marketing & Advertising Ltd in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Truth Marketing & Advertising Ltd and state those matters that we have agreed to state to the director of Truth Marketing & Advertising Ltd in this report in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at http://www.accaglobal.com/factsheet163. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its director for our work or for this report.

It is your duty to ensure that Truth Marketing & Advertising Ltd has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Truth Marketing & Advertising Ltd. You consider that Truth Marketing & Advertising Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Truth Marketing & Advertising Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

A & Z Accounting Services Ltd
Chartered Certified Accountants
172 Newgate Lane
Mansfield
Nottinghamshire
NG18 2QA

10 July 2013

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.